

Opportunities and barriers for policy interventions

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This intervention is supported by the European Union Programme for Employment and Social Innovation (EaSI 2014-2020). The information contained in this presentation does not necessarily reflect the position or opinion of the European Commission.

ABOUT EUROHEALTHNET

Objectives & key themes:

- Reducing Health Inequalities
- Combatting NCDs
- Health Promotion for sustainable health systems
 - SDH approach, HiAP
 - Life-course approach (children/ageing)
 - Sustainable development approach (social, environmental and economic)



Regulation/Legislation/Guidelines

Setting **rules and targets** (command) and ensuring that they are enforced (control) [Public sector]

Laws, directives

E.g. *20% limit advertising time*

Impact assessments of new legislation or investment initiatives

Voluntary agreements (non mandatory): initiatives where firms, groups of companies or sectors agree to improve conduct

EU platforms, national level schemes/commitments, self and co-regulation

Guidelines: non mandatory



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Economic/fiscal measures

Taxation: Taxing products or processes that are harmful, or reducing them where beneficial;

Subsidies: financial support to SMEs or small enterprises that support/promote healthy products and services

Fees and user charges- charging to punish deviations from the law/data protection, etc.

Investments in Research and Development –improve knowledge on health impacts

Investments in Education and Training (school, higher education/university, life-long learning) – investments in digital and commercial health literacy



Policy support for actions/interventions

Communication/Marketing/Guidelines(non mandatory)/Information

- deviations reporting –disclosure about companies non-compliant
- social marketing - media campaigns

Service Provision- support services

- advice/information centres for adolescents and parents - provide information on digital health literacy and negative impacts;
- Education and Training in schools to improve health literacy, sustainability
- Strengthen and invest in **monitoring**



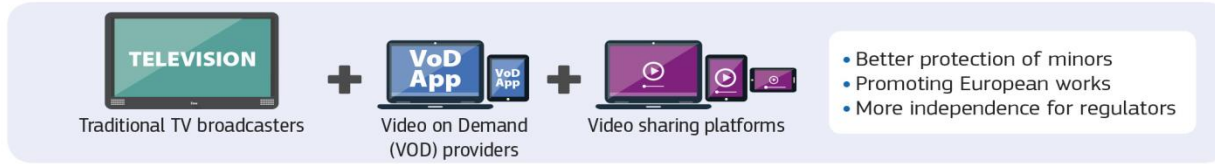
Audiovisual Media Services Directive (AVMSD)

a media framework for the 21st century

#AVMSD #DigitalSingleMarket

Why?

For a better balance of rules



Context

Before



Average TV viewing time is decreasing.

Young people's TV viewing time has **dropped by 7.5%** and is **half** that of the average viewer

Now



Videos on the Internet



Internet video share in consumer internet traffic is **expected to increase** from **64%** in 2014 to **80%** by 2019

TV channels target more and more **foreign markets**



In 2013, **±20%** of broadcasters revenues was invested in **original programming** vs **1%** for **on-demand services**.

Industry faces **fragmented rules** on the share of European content across the EU



On average **31%** of VoD services available in one EU Member State are **established** in **another Member State**



Need for **more independence of regulators** from government & industry

An example: the EC proposal AVMSD

- **Country of origin principle:** determine country jurisdiction over provider and share info via database;
- **Commercial communications:** 20% limit advertising time, more flexibility on when, product placement and sponsorship; adoption of self and co-regulation to protect the most vulnerable (alcohol ads, fatty foods, minors, etc.)
- **Prohibition of hate speech** – expressions of racism and xenophobia
- **Protection of minors:** everything that may be harmful should be restricted on all services.
- **Video-sharing platform:** only when it comes to combat hate speech and dissemination of harmful content to minors.

Principles for Better Self- and Co-Regulation (1)

- **Participants:** all possible parties have come on board, each fully accountable and respected for their contributions.
- **Openness:** envisaged actions prepared openly; include the involvement of any interested parties: public authorities, enterprises, legislators, regulators and civil society.
- **Good faith:** bring all the information available; commit real effort to success; activities outside are coherent with the commitment and they can withdraw



Principles for Better Self- and Co-Regulation (2)

- **Objectives:** set out clearly and unambiguously; use well-defined baselines, include targets and indicators allowing an evaluation of the impact.
- **Legal compliance:** only applicable law and fundamental rights from the EU and national law.
- **Iterative improvements:** aim for a prompt start, with accountability and an iterative process of "learning by doing"; sustained interaction between all participants; annual progress checked.



Principles for Better Self- and Co-Regulation (3)

- **Monitoring:** sufficiently open and autonomous; each participant monitor its performance against agreed targets; public shared results
Evaluation = action concluded, improved or replaced
- **Disagreements** inevitably arise involving either participants or others. As part of the iterative process of improvement, such disputes should receive timely attention, with a view to resolving them. These procedures may be confidential.
- **Financing:** participants to the action will provide the means necessary to fulfil the commitments; public support possible.



Study on the AVMSD 2010 (1)

“Effectiveness of self- and co-regulation in the context of implementing the Audiovisual Media Services Directive (AVMSD)” (2016):

Evaluate application of principles in national schemes:

- on protection of minors from harmful audiovisual content television and in on-demand AMS
- on commercial communication in both television broadcasting and in on-demand AMS

33 self- and co-regulatory schemes identified in 25 MS

Study on the AVMSD 2010 (2)

- **Participants:** consumer and civil society groups often not represented.
- **Openness:** rare cases where stakeholders felt excluded or information withheld; overall closed group
- **Good faith:** difficult to determine if real effort or commitment was made (exact capacities of each stakeholder involved was not known).
- **Objectives:** a general policy goal with less SMART objectives, including indicators to monitor and evaluate

Study on the AVMSD 2010 (3)

- **Legal compliance:** upheld in the vast majority of the schemes
- **Iterative improvements:** lack of systematic process for improvement
- **Monitoring:** There is often no system in place which specifically monitors the scheme objectives, and indicators and targets are often missing.
- **Evaluation:** Few systems to assess regularly performance, areas for improvement, and broader impact (appears to be due to the lack of SMART objectives with appropriate indicators and targets)

Study on the AVMSD 2010 (4)

- **Resolving disagreements:** complaints resolution system
- **Financing:** in many cases membership fees are the main source of financing; government support; offering services to participants; provision of a copy advice for an advertisement or the classification of a programme according to a classification system.

Thank you!

- Questions?

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